

10 THINGS TO KNOW ABOUT...

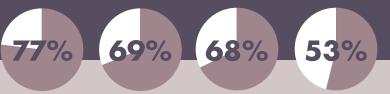
COVID-19 & CONSUMER CONCERNS IN CHERA

Percentage who are very concerned about the COVID-19 coronavirus pandemic (by age):

AGE



Consumers are seeking out comfort:



Cooking More Often Wearing Comfortable Clothes Just Want to Curl Up in a Cozy Bed Eating Comfort Food More Often

Consumers rate clothing made from cotton the most comfortable and the safest.



57%
of consumers say
they feel "very afraid
these days"



WOMEN 61%
MEN 53%

Consumers are split, with similar numbers spending more as spending less:



45% spending more than before the pandemic

38% spending less than before the pandemic

spending about the same as before the pandemic



Household Supplies 61% and Food/Product deliveries 60% are the largest categories for extra spending.

62%

of consumers are shopping online more than before the pandemic Consumers are spending extra time online doing the following activities:

Reading/Watching the News

Social media sites such as Weibo or WeChat Video/audio chats with family and friends

70%
expect this
experience to
change the way
they shop in the
future.